

What Investors Look for in a Business Plan

- ◆ Is the business concept feasible?
- ◆ Is the individual experienced and capable of carrying out the plan?
- ◆ Does the individual have a good credit rating/history?
- ◆ Does the individual have collateral?
- ◆ Is there a market for the proposed product or service?
- ◆ Will this business be able to compete in the market?
- ◆ Are the financial projections realistic?
- ◆ Will the investors get a return on their money?